

LEO BURNETT U.S.A.

A DIVISION OF JACO MARRELL COMPANY

ADN 162-B1-HRD #M14669-"MT. JIMMY"-SPREAD (10 3/4 x 7 3/4)-TV OUTDOOR-NEW YORK, 1989  
Printed in U.S.A.

The advertisement features a large, scenic photograph of a snow-capped mountain peak under a clear blue sky. In the foreground, a pack of Alpine cigarettes is shown, with the brand name 'Alpine' prominently displayed in a stylized font. The pack also features a crest with a crown and the words 'MOUNTAIN PEAK'. The overall theme is one of freshness and natural beauty.

**Alpine**

**DISCOVER THE PEAK OF REFRESHMENT.**

AVAILABLE IN ICE COLD FLAVOR & LIGHTS.

**NEW LOW PRICE**

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**



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